(c) To ensure that Doordarshan controls the content of the programmes provided by private parties, in the context of its assigned role as a public broadcaster, Prasar Bharati has issued guidelines on the procedures for sponsored and commissioned programmes. These guidelines *inter alia* provide for evaluation of the programmes by Evaluation Committee, preview of the programmes by Doordarshan, adherence of the contents to the Broadcast/Programme Code etc.

Introduction of three time Oriya Regional Language News Bulletin in Orissa

78. SHRI RAMACHANDRA KHUNTIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether Government have rejected the proposal of three time Oriya Regional language News Bulletin in Orissa whereas three time news has been allowed in many States; and

(b) whether Government will reconsider three time Oriya News Bulletin in Orissa in view of Orissa being the most backward State and most of the people not highly educated?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) and (b) No, Sir. Prasar Bharati has informed that AIR is already broadcasting regional news bulletins in Oriya three times in a day. However, presently, only one regional news bulletin in Oriya for a duration of 15 minutes, is telecast by Doordarshan Kendra, Bhubaneshwar on DD-I.

Auction of Programmes at DD Metro

79. SHRI BHAGATRAM MANHAR: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is ∧ fact that Prasar Bharati has decided to auction hopping 330 minutes per day at DD Metro for three years to private producers;

(b) if so, what arc the complete details of the proposal of Prasar Bharati;

(c) whether proposals from private producers have since been invited; and

(d) if so, the details of the proposals with the price money quoted by each of the firms?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (c) The time slots from PM to 0030 AM were vacant on DD-Metro. The Agreements for Prime Times slots from 7 PM to 9 PM and 9 PM to 10 PM, with M/s Nine Network Australia (Prop.) Ltd., would end by 10th September, 2001 and 15th October, 2001 respectively. Therefore, Prasar Bharati decided to invite bids for the 7 PM to 0030 AM time slots. For the 7 PM to 11 PM slots, a floor price of Rs. 115 crore was fixed and no floor price was fixed for the slots from 11 PM to 0030 AM. The response was not satisfactory. Only one bid for the 10 PM to 0030 AM slots was received. Prasar Bharati Board took a decision to invite fresh bids without fixing any floor price for the Prime Time slots. The bid offers received was too low and Prasar Bharati, after due consideration, has rejected the offers.

(d) The information is annexed in the statement.

Statement

Time slot	Name of the bidders	Bid Amount in Rs.
7.00 to 8.00 PM	M/s Prachar Communications	1,00,53,158/-
8.00 to 9.00 PM	M/s Pritish Nandy Communications	1,01,00,000/-
	M/s Prachar Communications	4,60,34,921/-
	M/s Sri Adhikari Brothers	9,00,00,000/-
9.00 to 10.00 PM	M/s Prachar Communications	6,38,00,921/-
	M/s Shri Adhikari Brothers	9,00,00,000/-
10.00 to 11.00 PM	M/s Prachar Communications	4,00,67,921/-
	Sum total of highest bids	23,01,21,079 (Net)